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# MIDDLETON POLICE DEPARTMENT

7341 Donna Drive Middleton, WI 53562

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*Brad Keil - Chief of Police*

## MEDIA RELEASE

01/11/2013

### AMBER Alert Awareness Day is January 13<sup>th</sup>, 2013

Sunday January 13<sup>th</sup>, 2013 is AMBER Alert Awareness Day and the anniversary of the abduction and murder of 9-year-old Amber Hagerman of Texas. The AMBER Alert program serves as a legacy to Amber Hagerman and stands for **America's Missing: Broadcast Emergency Response**. Law enforcement and media have teamed up to create an early warning system to help in the search for abducted children.

According to the US Department of Justice, AMBER Alerts have helped to find hundreds of children across the country. AMBER Alerts even act as a deterrent. Cases have shown that some perpetrators release the abducted child after hearing an AMBER Alert on the radio or seeing it on the TV. All 50 states have AMBER Alert Plans in effect.

When an AMBER Alert is issued, law enforcement, the media, state transportation officials and the local community are notified. AMBER Alerts will interrupt regular TV and radio programming, are posted on highway signs, on the internet and on wireless devices like cell phones. For information on wireless AMBER Alerts, and how to sign up, visit [www.wirelessamberalerts.org](http://www.wirelessamberalerts.org).

When a child is reported missing, **minutes matter**. By bringing local families the most complete ID kit available to aid in the search for missing persons, you have taken things one step further. The SafeAssured ID kits you provide complement the AMBER Alert System and give peace of mind to families.

#### **About SafeAssured™ ID**

SafeAssured ID is the most comprehensive family safety program of its kind. In the event that a youth or senior adult goes missing, SafeAssured ID provides families with the power to deliver media and law enforcement with immediate, holistic, and ready to broadcast information unique to the missing person. In addition to a digital photo and personal profile, SafeAssured differs from other identification solutions by offering: full set of digital fingerprints, voice sample, and streaming video showing movement and gait. It includes translations of the data into Spanish and French, and Missing Posters can be printed in the 3 languages. The information is stored on a mini-CD ROM, given to the parent/guardian, and kept private through encryption of the sensitive data. There is no database stored.

Get your FREE SafeAssured™ ID kit from the Middleton Police Department by going to <http://middletonpd.com/safeassured.htm>

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JT/kc

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